

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 701504 - 1
Alt Order #: 6248298
Product Desc: WEINSTEIN FOR SENATE
Estimate:
Flight Dates: 08/06/12 - 08/13/12
Original Date / Rev: 07/23/12 / 08/10/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Media Ad Ventures/ POL
Buying Contact:
Billing Contact:
 8136 Old Keene Mill Road Ste A-300
 Springfield, VA 22152

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Weinstein, M/ R/ State Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	65	\$34,340.00	\$29,189.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	65	\$34,340.00	\$29,189.00	0.00
Totals	65	\$34,340.00	\$29,189.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTLV-TV	32%	\$34,340.00
Market	100%	\$107,312.50

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$7,511.88
WCWJ	0%	\$0.00
WJXT	38%	\$40,778.75
WJXX	5%	\$5,365.62
WTEV	18%	\$19,316.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WTLV	08/13/12	08/13/12	M-F 3-4p Anderson Cooper	CM	M-F 3p-4p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1				\$200.00		0.00			
N 26	WTLV	08/13/12	08/13/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1				\$800.00		0.00			
N 27	WTLV	08/13/12	08/13/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	M-----	:30	1	\$735.00	P-1	0.00	NM	1	\$735.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1				\$735.00		0.00			

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N28	WTLV	08/13/12	08/13/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM) M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-----				1	\$800.00		0.00			
N29	WTLV	08/13/12	08/13/12	Today Show II M-F 9-10am	CM	9a-10a M-----	:30	1	\$340.00	P-1	0.00	NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-----				1	\$340.00		0.00			
N30	WTLV	08/13/12	08/13/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-9:00 PM) M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-----				1	\$800.00		0.00			
Totals													65	\$34,340.00